



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 564791 /		Alt Order # 07893784
Product Crossroads GPS		
Contract Dates 07/31/12 - 08/06/12		Estimate # 12/11/862
Advertiser Crossroads GPS		Original Date / Revision 08/03/12 / 08/03/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling		
Demographic Adults 35+		
IDB# 8433	Advertiser Code 12	Product Code 11
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	07/31/12	08/05/12	NewsChannel 3 News	5-6am		:30			NM	5	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$240.00			
D 2	3	08/06/12	08/06/12	NewsChannel 3 News	5-6am		:30			NM	0	\$0.00
3	3	07/31/12	08/05/12	NewsChannel 3 News	6-7am		:30			NM	5	\$1,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$365.00			
D 4	3	08/06/12	08/06/12	NewsChannel 3 News	6-7am		:30			NM	0	\$0.00
5	3	07/31/12	08/05/12	CBS This Morning	7-9a		:30			NM	5	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$280.00			
D 6	3	08/06/12	08/06/12	CBS This Morning	7-9a		:30			NM	0	\$0.00
E 7	3	07/31/12	08/05/12	Let's Make A Deal 9am	9-10am		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$415.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	07/30/12-08/05/12	Let's Make A Deal 9am	9-10am	---WTF----	:30		\$415.00	NM		
	Credited											
D 8	3	08/06/12	08/06/12	Let's Make A Deal 9am	9-10am		:30			NM	0	\$0.00
E 9	3	07/31/12	08/05/12	Price Is Right	11am-12n		:30			NM	1	\$555.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$555.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	3	07/30/12-08/05/12	Price Is Right	11am-12n	---WTF----	:30		\$555.00	NM		
	Credited											
	2	3	07/30/12-08/05/12	Price Is Right	11am-12n	---WTF----	:30		\$555.00	NM		
	Credited											
	4	3	07/30/12-08/05/12	Price Is Right	11am-12n	---WTF----	:30		\$555.00	NM		
	Credited											
	5	3	07/30/12-08/05/12	Price Is Right	11am-12n	---WTF----	:30		\$555.00	NM		
	Credited											
D 10	3	08/06/12	08/06/12	Price Is Right	11am-12n		:30			NM	0	\$0.00
11	3	07/31/12	08/05/12	NewsChannel 3 News	12n-1230pm		:30			NM	4	\$1,660.00

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564791 /	07893784

Contract Dates	Product	Estimate #
07/31/12 - 08/06/12	Crossroads GPS	12/11/862

Advertiser	Original Date / Revision
Crossroads GPS	08/03/12 / 08/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--112--				4	\$415.00			
D 12	3	08/06/12	08/06/12	Newschannel 3 News	12n-1230pm		:30			NM	0	\$0.00
13	3	07/31/12	08/05/12	CBS Daytime	1228-3pm		:30			NM	5	\$2,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$555.00			
D 14	3	08/06/12	08/06/12	CBS Daytime	1228-3pm		:30			NM	0	\$0.00
15	3	07/31/12	08/05/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$395.00			
D 16	3	08/06/12	08/06/12	Ellen Degeneres 3pm	3-4pm		:30			NM	0	\$0.00
17	3	07/31/12	08/05/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--211--				4	\$280.00			
D 18	3	08/06/12	08/06/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	0	\$0.00
19	3	07/31/12	08/05/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,860.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--112--				4	\$465.00			
D 20	3	08/06/12	08/06/12	Newschannel 3 News	5-530pm		:30			NM	0	\$0.00
21	3	07/31/12	08/05/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,740.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--112--				4	\$435.00			
D 22	3	08/06/12	08/06/12	Newschannel 3 News	530-6pm		:30			NM	0	\$0.00
23	3	07/31/12	08/05/12	Newschannel 3 News	6-630pm		:30			NM	5	\$2,525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$505.00			
D 24	3	08/06/12	08/06/12	Newschannel 3 News	6-630pm		:30			NM	0	\$0.00
25	3	07/31/12	08/05/12	7-730pm	7-730pm		:30			NM	5	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$585.00			
D 26	3	08/06/12	08/06/12	7-730pm	7-730pm		:30			NM	0	\$0.00
27	3	07/31/12	08/05/12	730-8pm	730-8pm		:30			NM	5	\$2,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WTF--				5	\$555.00			
D 28	3	08/06/12	08/06/12	730-8pm	730-8pm		:30			NM	0	\$0.00
29	3	07/31/12	08/05/12	Late News (M-F)	11-1135p		:30			NM	2	\$1,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WT---				2	\$760.00			
D 30	3	08/06/12	08/06/12	Late News (M-F)	11-1135p		:30			NM	0	\$0.00
31	3	07/31/12	08/05/12	Late Night with David Letterman	1135pm-1237am		:30			NM	3	\$705.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	--WT---				3	\$235.00			
D 32	3	08/06/12	08/06/12	Late Night with David Letterman	1135pm-1237am		:30			NM	0	\$0.00
33	3	08/03/12	08/03/12	Friday Prime	9-10pm		:30			NM	1	\$1,655.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$1,655.00			
34	3	08/03/12	08/03/12	Friday Prime	10-11pm		:30			NM	1	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	----F--				1	\$1,375.00			

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		Start Date	End Date	Weekdays				Spots/Week	Rate			
Totals											68	\$31,250.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/03/12	68	\$31,250.00	\$26,562.50
Totals	68	\$31,250.00	\$26,562.50

Signature: _____ **Date:** _____

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